

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

_____)	
Petition of Bally's Park Place, Inc. d/b/a Bally's)	
Bally's Atlantic City to Amend Its Casino Hotel)	
Alcoholic Beverage (CHAB) License to Authorize)	ORDER
Type III (Package Room) and Type V (Storage)	PRN 2771105
Room) CHAB Licenses in New Locations)	
Pursuant to N.J.A.C. 13:69I-2.2(c))	
(Package Goods Authorization for Gift Shop))	
_____)	

By its Petition (PRN 2771105), Bally's Park Place, Inc. d/b/a Bally's Atlantic City ("Bally's") requests the amendment of its Casino Hotel Alcoholic Beverage (CHAB) license to authorize a Type III (package goods) outlet and a Type V (storage) area to service the requested Type III location. Bally's seeks such relief to have its retail shop, known as the Second Floor Gift Shop, located on the second floor in the hotel lobby of its casino hotel facility, authorized as a Type III location to permit the sale of alcoholic beverages in their original pre-packaged, unopened containers to patrons for consumption off the premises of the Second Floor Gift Shop. In furtherance of the operation of the Second Floor Gift Shop as a Type III location, Bally's also seeks authorization of the Storage Room, a caged area within the Second Floor Gift Shop's back stockroom, as a Type V location for the storage of alcoholic beverages prior to sale to the public at the Second Floor Gift Shop. Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*, I hereby ORDER that the Petition be granted with the following conditions:

1. Alcoholic beverages are to be sold in their original, pre-packaged, unopened containers for consumption off the premises of the Second Floor Gift Shop only.

2. The conditions of operation of the Type III and Type V locations are to be in accordance with the representations made in PRN 2771105.
3. Any Bally's employee who is responsible for the handling, storage or sale of the alcoholic beverages within the retail location should be designated as a CHAB employee who possesses the requisite qualifications and has received training in the sale of alcoholic beverages to the public.
4. Bally's will maintain procedures at the Second Floor Gift Shop to insure that sales of alcoholic beverages will be only to those individuals who are 21 years of age or older and that such beverages are not sold to individuals who are actually or apparently intoxicated.
5. While conducting the sale of alcoholic beverages within the Second Floor Gift Shop, Bally's will comply with all requirements attendant to Type III CHAB authorization, pursuant to *N.J.S.A. 5:12-103g(3)* and *N.J.A.C. 13:69I-3.3*, and with all applicable alcoholic beverage laws and regulations of the Division of Gaming Enforcement and, as deemed applicable, the Division of Alcoholic Beverage Control.
6. While storing alcoholic beverages within the caged area of the Second Floor Gift Shop back stockroom, Bally's will comply with all requirements attendant to Type V CHAB authorization, pursuant to *N.J.S.A. 5:12-103g(5)* and *N.J.A.C. 13:69I-3.5*, and with all applicable alcoholic beverage laws and regulations of the Division of Gaming Enforcement and, as deemed applicable, the Division of Alcoholic Beverage Control.
7. Bally's is to obtain all necessary approvals from other governmental agencies prior to commencing operation of the Second Floor Gift Shop and Gift Shop Storage Retail Storage Area as Type III and Type V locations, respectively.

Dated: December 19, 2011


DAVID REBUCK
ACTING DIRECTOR